

WHAT IS CLAIMED IS:

1. A method of evaluating trust of a target web document present in a web environment which comprises a plurality of web documents, the method comprising:
 - defining a plurality of trust attributes for the target web document, the plurality of trust attributes being categorized in a first category which relates to contents of the web document, a second category which relates to owner of the web document, and a third category which relates to relationships of the web document and certificate authorities;
 - obtaining trust attribute values of at least some of the trust attributes;
 - calculating a P value representing a standalone page trust assessment of the target web document based on trust attribute values in the first category;
 - calculating a Q value representing a standalone page trust assessment of the target web document based on trust attribute values in the second and third categories;
 - calculating an S value representing a subordinate node assessment, based on a total trust value and a relevance value R of each of a plurality of other web documents linked to the target web document; and
 - calculating a total trust value of the target web document based on the P, Q and S values.
2. The method of claim 1, wherein the trust attribute values for the target web document are provided as metadata.
3. The method of claim 1, wherein the P value is calculated as the ratio of the number of trust attributes in the first category present in the target web document to the total number of trust attributes defined in the first category.

4. The method of claim 1, wherein the step of calculating the Q value includes verifying each trust attribute in the second and third category present in the target web document.
5. The method of claim 1, wherein the relevance value R is calculated based on trust attribute values of the target web document and other web documents linked to the target web document.
6. The method of claim 1, wherein the other web documents are referenced by the target web document, and wherein the S value is calculated by averaging the total trust value of all of the other web documents weighted by the associated relevance values.
7. The method of claim 1, further comprising:
displaying the calculated total trust value of the target web document to a web user.
8. The method of claim 1, further comprising:
transferring all or some of trust attributes and their values of the target web document to a second target web document.